

Target Market

The target market of my product is a large quantity of people, ranging from different age groups and lifestyles. The recipe I am using for my product produces small individual pies, so it is intended for special occasions, such as formal dinners or a buffet. The demographic trend of my product targets families and vegetarians of all ages. As you can see, my target market age group is quite large and extensive. My product contains no meat, so the majority of my target market are vegetarians. My product also targets people who are gluten intolerant, as the ingredients in my recipe are all gluten-free. Families can also enjoy my pie as it can be eaten as a family side or main during dinner.

The lifestyle of my target market involves families who are busy and are in need of a healthy meal that contains a high nutritional value. Families that want to maintain a balanced diet will benefit from eating my pie, as it contains many foods from each of the food groups besides meat, for example, carbohydrates, vegetables, etc. Vegetarians who find it hard to find high quality vegetarian meals would be served my product. Even people at large-scale functions could be served my product.

As well as this, the lifestyle of the gluten-intolerant target market includes one that has to ensure that everything they eat is gluten-free and will not cause any issues. I have incorporated gluten-free ingredients in my recipe so that people with glucose intolerances are able to enjoy my product without anxieties of having any intolerance to the product. My product provides a meal or side dish that is enjoyable and safe to eat for people with gluten intolerances.

Most cultures or religions can enjoy my product as it is vegetarian and the only dairy products evident are butter, egg milk. Some particular religions, such as Jainism, an Indian religion, is the only religion that does not tolerate butter, which is an ingredient in my recipe, so believers of Jainism would not be able to enjoy my product. This is just one example of religions that may not be able to enjoy my product.

Many people can enjoy my product as a result of its lack of gluten and the fact that it is vegetarian.

Identifies
different target
market groups
and describes
their
characteristics



Comprehensive list of products that meet the design brief

Information from Survey

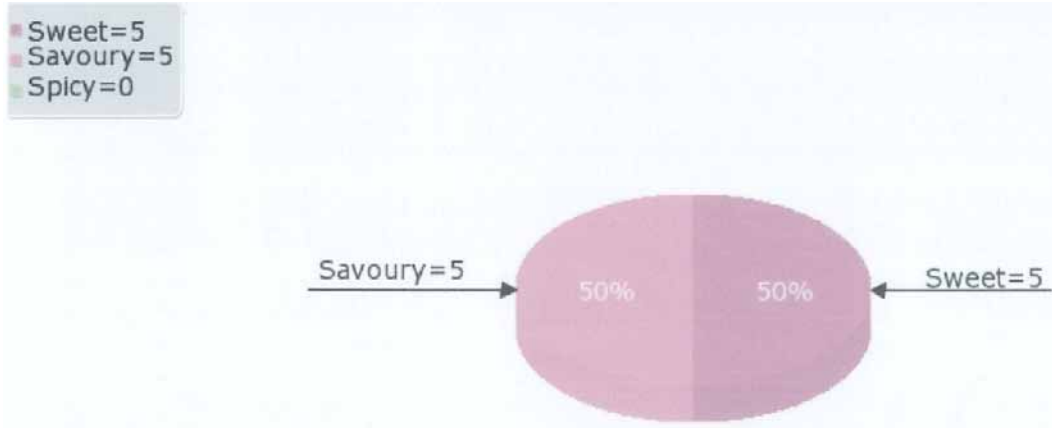
GOALS FOR SURVEY RESULTS;

- Gain an insight into the size of my pie from the target market's needs
- Discover the most desired flavours
- Investigate if I should use lactose-free ingredients or gluten-free ingredients

1) What type of pie would appeal to you the most?

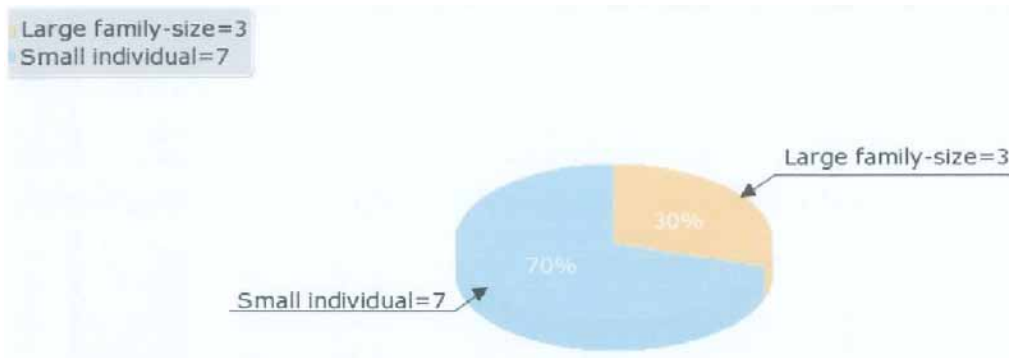
Survey	Type of pies?	Pies size?	Taste or nutritional value?	Eco-friendly packaging	Allergy/ Intolerance?	How often do you eat pies?
1	Savoury	Large	Taste	Less plastic	Lactose	Rarely
2	Savoury	Small	Taste	Box	Lactose	Once a
3	Sweet	Small	Taste	Box	Lactose	Rarely
4	Savoury	Small	Nutritional value	Box	Gluten	Once a week
5	Sweet	Small	Taste	No plastic	Gluten	Twice a
6	Sweet	Large	Taste	Cardboard	Gluten	Once a
7	Sweet	Large	Taste	No plastic, box	Lactose	Rarely
8	Sweet	Small	Taste	No plastic	Gluten	Never
9	Savoury	Small	Taste	Paper bag or box	Lactose	Once a
10	Savoury	Small	Taste	Recycled materials	Gluten	Once a

What type of pie would appeal to you the most?



Good representation of the survey results

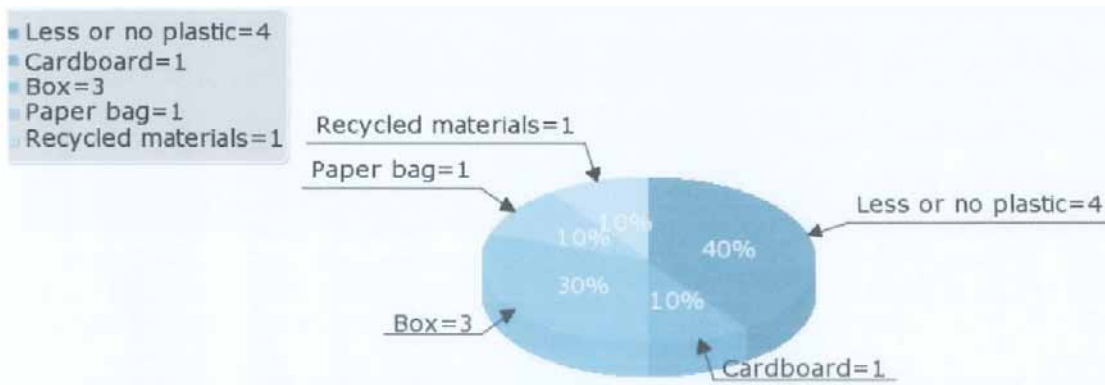
For a special occasion, how should a pie be served?



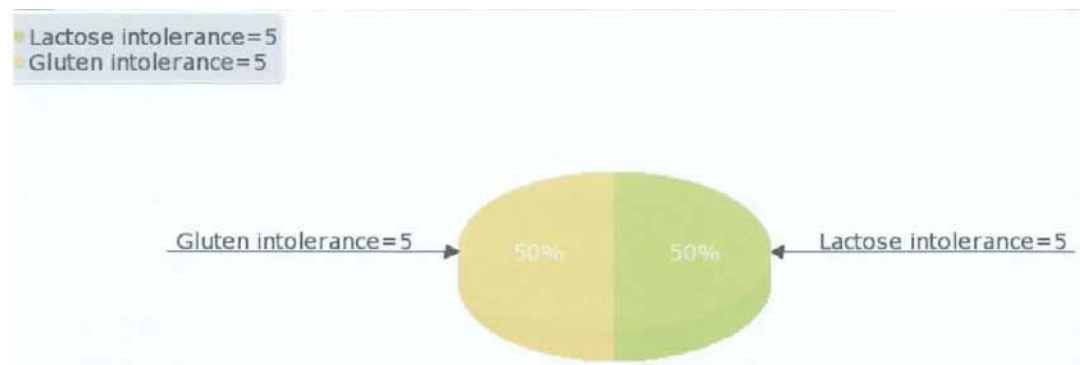
What matters most in a pie: nutritional value or taste?



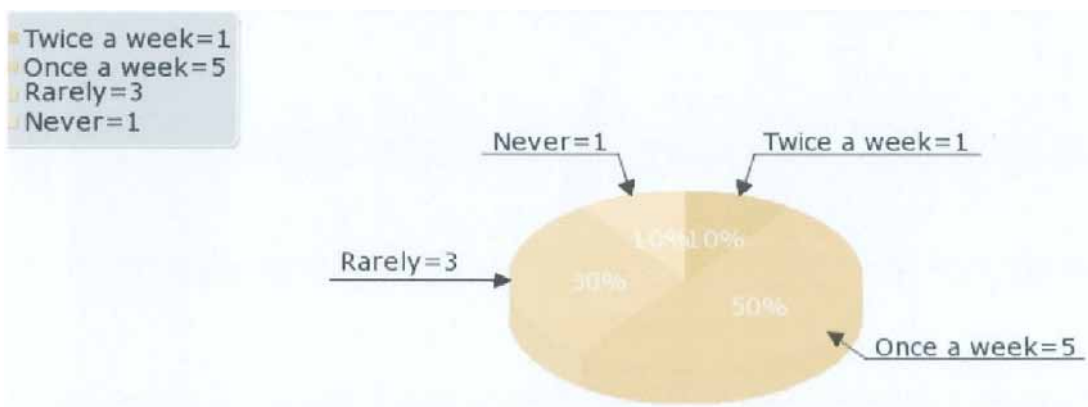
How could a pie be packages so that it is environmentally friendly?



Dominating allergy/intolerance



How often do you eat pies?



CONCLUSION:

- From these results, I could either produce a sweet or savoury pie
- No one prefers a spicy pie over sweet or savoury ones
- I could either use ingredients that are lactose or gluten free
- The majority prefers small individual sizing of pies
- The people surveyed believe that taste matters more than nutritional value
- Everyone has provided insights into how I can package my product so that it is environmentally friendly

Limited analysis of survey results and conclusion

RESEARCH

'Lamb Shank Pie'

The XXXX is known as one of Sydney's finest pastries, this lamb shank pie being one of its best. Described as being a "rough-and-tumble grandmotherly pie", this pie is extremely popular amongst locals. This pie is the complete opposite of the commercial savoury-mince version. The thick and rich folded pastry joined with the chunky lamb shank filling creates deep, rich and stew-like flavours that are amongst the filling



I can incorporate some ideas from this particular pie. I am going to adapt how the pie includes many flavours and has a stew-like texture to it. I will include many ingredients and use spices and stock to create different flavours

Image of Lamb Shank pie

'TANDOORI VEGETABLE'

XXXX is one of the most popular pie shops in Sydney, with many branches of the company around Sydney.

This particular pie is vegetarian, and I will be creating a vegetarian pie, so this pie will assist me in the creation of my product.

This pie is targeted for vegetable lovers. Offering a combination of freshly chopped carrots, capsicum and mixed beans in a tandoori sauce, this pie has become a favourite amongst vegetarians and meat lovers too!



Image of Tandoori Vegetable pie

Discussion of similar products in the market place, identifying some components to incorporate into the new food product

I can adapt the ideas from this pie through the tandoori sauce that was used throughout this vegetarian pie, increasing

APPLE AND CUSTARD PIE

XXXX, located in Wentworth Falls, is one of the most visited pie shops in the Blue Mountains area. It has been open for years, visitors increasing every year.

This particular pie intertwines apple and custard together to create a rich texture and flavour within the pie. It has become the shop's favourite for years and it is highly successful in the business.



Image of Apple and custard pie

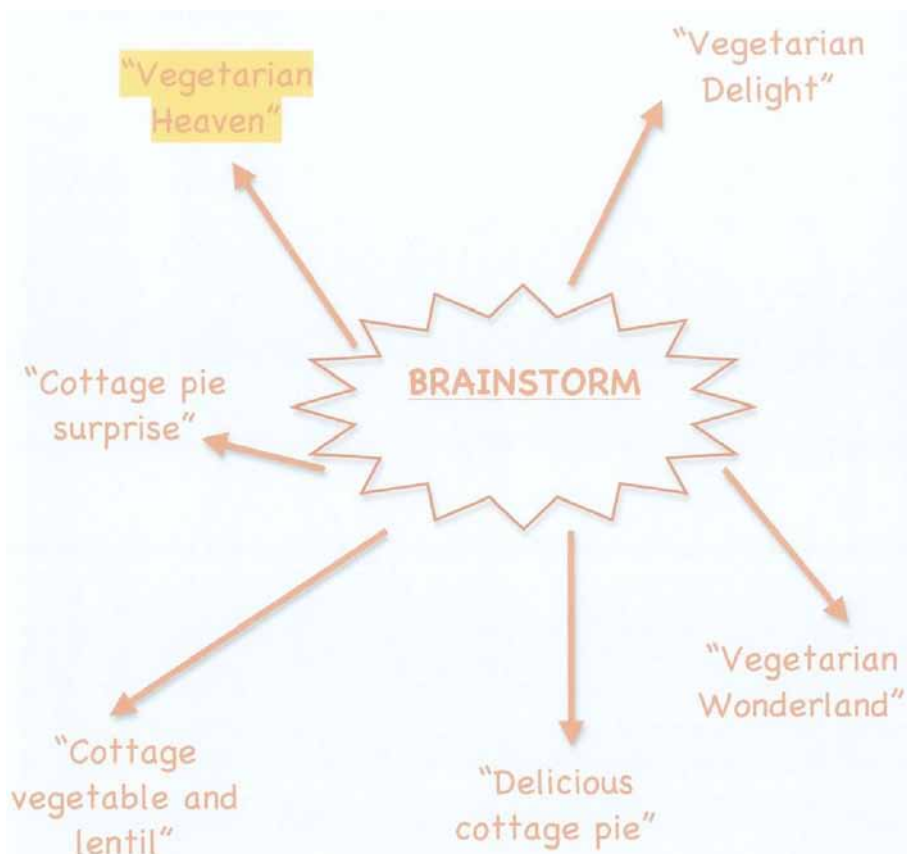
THE PRODUCT

I will be producing a lentil and vegetable cottage pie that will be extremely tasty as well as having a nutritional value. The filling of the pie will be rich, tasty and stew-like; so one individual pie could be classified as a meal. The pastry will be gluten-free and very crispy. I believe that my pie will capture the attention of many customers because of its originality. I will be creating small individual pies that meet the needs of my target market. The ingredients will be vegetarian and gluten-free, allowing many people to enjoy my pie.

Outline of characteristics of the new food product

Name of product

RECIPE NAME: Lentil and vegetable cottage pie



CHOSEN: "VEGETARIAN HEAVEN"

I chose this name as it is catchy and clearly indicates the intended target market for my pie. The word 'heaven' emphasises that the pie is delicious and perfect for vegetarians and others. The word 'vegetarian' gives customers an idea of what could be inside the pie. These two words together create a memorable name for my product. Note that 'gluten- free' will be placed underneath the name of my product

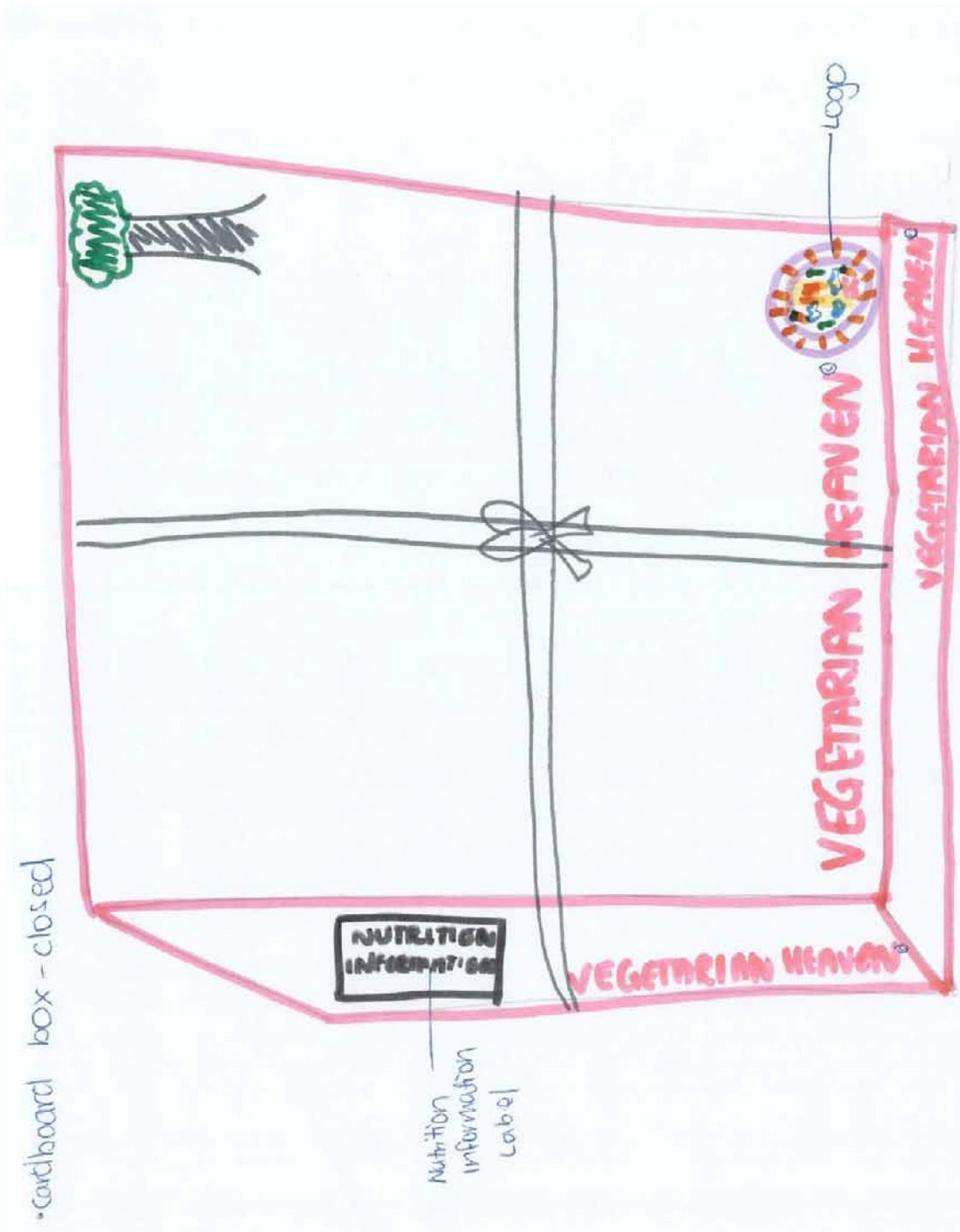
Justification of the chosen name for the new food product

Product Logo



Packaging

Top view



JUSTIFICATION of PACKAGING DESIGN

I have used a cardboard white box to present my pie in. It will be small because of the small size of my product. I have used a design that is simple yet appealing because of the colours. The design is not to scale; it shall be much smaller.

I have incorporated the logo at the bottom right of the box in order as a small aspect on the box. The cost of the packaging will not be much as I will be able to reuse the box and the packaging can be made from recyclable materials. I have also used a ribbon around the box, which will secure the box and the pie inside.

I have continuously placed the words 'Vegetarian Heaven' around the box in order to clearly show what the product is and to advertise my product. I have kept the aspects of the box small in order to decrease the ink used during printing, which considers the environment. I have used a cardboard box, as it is biodegradable and can be reused instead of a plastic bag. The material of the box is biodegradable, and the tree I have included on the top right of the box signifies that the packaging is environmentally friendly and will not affect the environment significantly.

Justification of packaging design addresses a number of components, such as materials and environmental impact

APPROXIMATE RRP

I have decided that my product will cost \$5.00. I have taken into account the small portion of my pie, the packaging cost and the large amount of filling in my pie.

Item	Cost
Packaging	\$1
Pie	\$4
Total	\$5

An attempt at determining the recommended retail price

Lentil and Vegetable Cottage Pie

Total ingredient (raw) weight: ~~672.76g~~ 672.76g
 Total (cooked) weight: ~~672.76g~~ 672.76g
 Weight change: 0.00 %

Nutrition Information		
Servings per package:	500.00	
Serving size:	600.00 g	
	Average Quantity per Serving	Average Quantity per 100 g
Energy	2570 kJ	513 kJ
Protein	22.4 g	4.5 g
Fat, total	32.3 g	6.4 g
- saturated	19.8 g	4.0 g
Carbohydrate	50.8 g	10.2 g
- sugars	18.8 g	3.4 g
Sodium	3290 mg	657 mg

Ingredient name: Fat, solid, blend of animal & vegetable oils 04D10028					
Amount: 15.00 g					
Energy:	3700 kJ	Fat, total:	99.9 g	Carbohydrate:	0.0 g
Protein:	0.2 g	Fat saturated:	49.7 g	Sugars:	0.0 g
Sodium: 0 mg					
Ingredient name: Onion, dried 13A11382					
Amount: 100.00 g					
Energy:	1061 kJ	Fat, total:	0.8 g	Carbohydrate:	37.2 g
Protein:	13.7 g	Fat saturated:	0.2 g	Sugars:	37.2 g
Sodium: 89 mg					
Ingredient name: Celery, raw 13A11078					
Amount: 100.00 g					
Energy:	50 kJ	Fat, total:	0.1 g	Carbohydrate:	1.2 g
Protein:	0.6 g	Fat saturated:	0.0 g	Sugars:	1.2 g
Sodium: 97 mg					
Ingredient name: Carrot, mature, peeled, raw 13A11065					
Amount: 80.00 g					
Energy:	138 kJ	Fat, total:	0.1 g	Carbohydrate:	5.0 g
Protein:	0.8 g	Fat saturated:	0.0 g	Sugars:	5.0 g
Sodium: 40 mg					
Ingredient name: Garlic, peeled, raw 13A11102					
Amount: 8.00 g					
Energy:	526 kJ	Fat, total:	2.8 g	Carbohydrate:	10.2 g
Protein:	6.1 g	Fat saturated:	0.7 g	Sugars:	1.5 g
Sodium: 8 mg					
Ingredient name: Thyme, dried 10E10073					
Amount: 15.00 g					
Energy:	1151 kJ	Fat, total:	6.0 g	Carbohydrate:	29.1 g
Protein:	5.1 g	Fat saturated:	1.1 g	Sugars:	1.8 g
Sodium: 69 mg					
Ingredient name: Stock, vegetable, concentrated liquid, commercial 10A10076					
Amount: 250.00 ml Specific gravity: 1.02					
Energy:	46 kJ	Fat, total:	0.4 g	Carbohydrate:	0.7 g
Protein:	1.1 g	Fat saturated:	0.2 g	Sugars:	0.1 g
Sodium: 5076 mg					
Ingredient name: Lentil, canned, drained 13A20053					
Amount: 400.00 g					
Energy:	234 kJ	Fat, total:	0.3 g	Carbohydrate:	7.1 g
Protein:	4.8 g	Fat saturated:	0.0 g	Sugars:	0.4 g
Sodium: 264 mg					
Ingredient name: Potato, coliban, peeled, baked, no added fat 13A11603					
Amount: 800.00 g					
Energy:	371 kJ	Fat, total:	0.0 g	Carbohydrate:	17.4 g
Protein:	3.0 g	Fat saturated:	0.0 g	Sugars:	1.5 g
Sodium: 7 mg					

An attempt to design a nutritional label that meets the FSANZ standard

Ingredient name: Butter, no added salt 04A10062							
Amount: 100.00 g							
Energy:	3036 kJ	Fat, total:	81.5 g	Carbohydrate:	0.0 g	Sodium:	10 mg
Protein:	1.1 g	Fat saturated:	53.8 g	Sugars:	0.0 g		
Ingredient name: Milk, canned, evaporated, regular 09A20020							
Amount: 125.00 ml Specific gravity: 1.07							
Energy:	600 kJ	Fat, total:	8.1 g	Carbohydrate:	9.9 g	Sodium:	104 mg
Protein:	7.6 g	Fat saturated:	5.4 g	Sugars:	9.9 g		
Ingredient name: Egg, chicken, yolk, raw 03A10052							
Amount: 34.00 g							
Energy:	1311 kJ	Fat, total:	28.2 g	Carbohydrate:	0.2 g	Sodium:	58 mg
Protein:	15.6 g	Fat saturated:	9.6 g	Sugars:	0.2 g		
Ingredient name: Cheese, cheddar, regular fat 09B10156							
Amount: 100.00 g							
Energy:	1661 kJ	Fat, total:	32.8 g	Carbohydrate:	0.5 g	Sodium:	684 mg
Protein:	24.6 g	Fat saturated:	21.6 g	Sugars:	0.4 g		
Ingredient name: Tomato passata (C)							
Amount: 250.00 g							
Energy:	125 kJ	Fat, total:	0.1 g	Carbohydrate:	4.9 g	Sodium:	200 mg
Protein:	1.2 g	Fat saturated:	0.1 g	Sugars:	3.9 g		

NOTE: All nutrient values shown above for these ingredients are per 100g EP

Working values may differ from final NIP due to rounding.

Printed: 21:15 Sunday, 17 June 2012

Grade Commentary

Ricky has demonstrated sound understanding of product characteristics with the target market broadly communicated. The choices made need to be justified by linking them to the survey results and customer needs. Research skills are basic. More precise questions may have provided better insight into customer characteristics. There is little justification of decisions relating to product packaging, although environmental factors are considered. Some inaccurate information is included in the nutritional table. Ricky's work sample demonstrates characteristics of work typically produced by a student performing at grade C standard.